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Dated: June 19, 2006

Signature: *Dawn Class*

(Dawn Class)

Docket No.: UV-174
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
M. Scott Reichardt et al.

Application No.: 09/731,115

Confirmation No.: 9203

Filed: December 6, 2000

Art Unit: 2623

For: SYSTEMS AND METHODS FOR
COORDINATING INTERACTIVE AND
PASSIVE ADVERTISEMENT AND
MERCHANDISING OPPORTUNITIES

Examiner: Son P. Huynh

RESPONSE TO RESTRICTION REQUIREMENT

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Restriction Requirement set forth in the Office Action mailed May 17, 2006, Applicants hereby provisionally elect Group I, Species 1, claims 1, 3-8, 18-24, 29, 31-36, 46-52, 57, 59-64, 74-80 for continued examination.

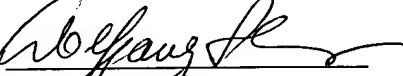
The Examiner has required restriction between Group I, claims 1, 3-8, 18-24, 29, 31-36, 46-52, 57, 59-64, and 74-80, drawn to method and system for providing access to a passive video product and interactive content from an interactive application, classified in class 725, subclass 60 and Group II, claims 25-28, 53-56, and 81-84, drawn to method and system for providing advertisement space/advertisement allocation to advertisers with timing of first advertisement...coincides with the timing of second advertisement and timing displaying of first and second advertisement, classified in class 725, subclass 32.

The Examiner has required restriction between Species 1 illustrated in figures 12-13 and Species 2 illustrated in figures 14-15.

Applicants believe no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 18-1945, under Order No. UV-174 from which the undersigned is authorized to draw.

Dated: June 19, 2006

Respectfully submitted,

By 

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